



**COLLEGE RADIO
CORPORATION**

14 WEST 45TH STREET • NEW YORK 36, N. Y. Telephone OXFORD 7-0890

September 26th, 1955

Miss Nancy Godfrey
Manager, Radio Station WCSR
Smith College
Northampton, Massachusetts

Dear Miss Godfrey:

Thank you for calling us and reporting on your delay in going on the air this fall. We sincerely hope - as I am sure you do too - that you will be broadcasting on October 3rd and will be able to begin Mademoiselle and Lucky Strike programs on schedule.

As for the Lucky Strike contract, ESRC suggests that you sign and return it as it is. Try to get in as many Luckies programs as you can while you are on the air - do fifteen a week if you can arrange it. In this way you will go a long way toward the total of 312 by mid-Spring. Then, if later on in the year you find you will have to cease broadcasting while studios are moved, your Luckies programs will be suspended during that time. At the end of the college year, WCSR will be paid for the number of programs completed.

Experience has shown that "the best laid plans" rather frequently change as regards moving of studios and the dates thereof. For this reason, the best thing to do would seem just to proceed as usual for the time being, and deal with suspensions as they occur. We'll check with you again in January or so to see if the March 1st date still stands.

Sincerely,

Philip D. Knowles
Operations Manager

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The first of the year is now before us, and we are all well and happy. I hope you are the same. I will be glad to hear from you soon.

I have been thinking of you very much lately, and wondering how you are getting on. I hope you are well and happy. I will be glad to hear from you soon.

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